CASE STUDY · SEO + GEO

Storage Time: 49% more Google clicks and 4,100+ impressions in Google's AI answers

Self storage company with sites across Greater Manchester. Location pages, keyword-led titles and local structured data helped Google show the brand for more storage searches. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Storage Time	Manchester, UK	Wix	SEO + GEO	storage-time.co.uk

Google organic clicks
1.91K from 1.28K
+49%

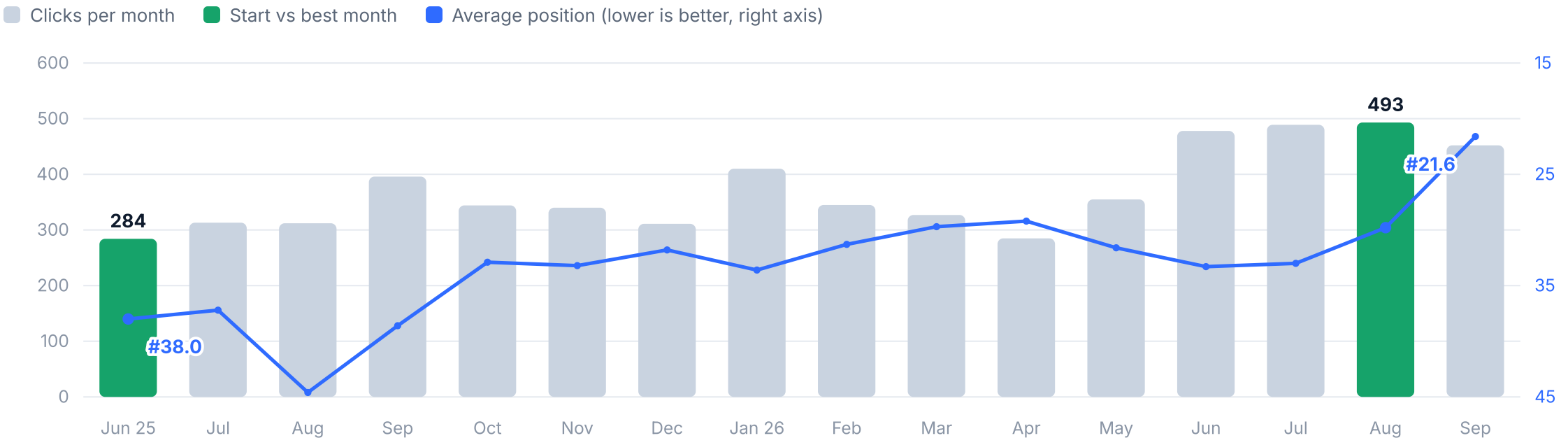
Non-brand search clicks
570 from 437
+30%

Keywords in Google top 3
98 from 67
+46%

Google AI feature impressions
4,109
97 pages shown

Clicks up and average position up from #40 to #30

Monthly Google organic clicks and average position, Jun 2025 to Sep 2026



Big ranking jumps on storage searches

Average Google position, Jun to Sep 2025 vs Jun to Sep 2026

SEARCH QUERY	2025	2026	SPOTS UP
storage	40.6	**9.4**	+31
self storage manchester city centre	80.3	**26.4**	+54
low cost self storage	62.8	**29.8**	+33
business warehouse storage	72.4	**34.2**	+38
self storage liverpool	–	**2.8**	new top 3

SAME PERIOD, WHOLE SITE

Avg position 40.2 → 30.2

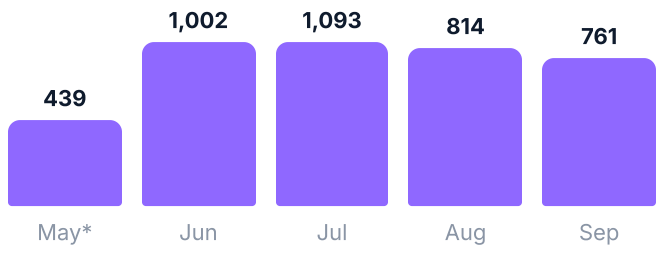
Page 1 keywords 224 → 276

"self storage liverpool": new, position 2.8 (3,344 impressions)

GEO: Google's AI shows Storage Time for storage questions

Impressions in AI Overviews and AI Mode, from Search Console's Generative AI report

97
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	1,951
Self storage buying guide (blog)	227
Cheetham Hill location	136
Contact page	121
Stockport location	103

SEO + GEO work behind the results

01
Location pages
Separate pages for each site like Stockport, Didsbury and Cheetham Hill, so local searches land on the right branch.

02
Keyword-led titles
Titles built around real searches, for example "24/7 Secure Self Storage in Stockport, Manchester".

03
Structured data
LocalBusiness, Organization and Place markup so Google and AI tools read the business details correctly.

04
Helpful guides
Blog guides on choosing a self storage unit, now one of the pages Google's AI shows most.

WiX Solution

Source: Google Search Console (web search), pulled 2 Oct 2026. Keyword counts = queries with an average position of 10 or better / 3 or better.
Site: storage-time.co.uk. Comparison: 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.